



## Director, Marketing & Communications

### Background

The California Institute for Regenerative Medicine (CIRM) is the state's Stem Cell Agency. We were created by the voters of California when they approved Proposition 71 in 2004, and renewed when Proposition 14 was approved in 2020, providing \$5.5 billion to invest in stem cell research in California. CIRM's mission, to accelerate stem cell and regenerative medicine treatments to patients with unmet medical needs, is what drives us to succeed every day.

To meet this challenge, our team of highly trained and experienced professionals actively partners with both academia and industry in a hands-on, entrepreneurial environment to fast-track the development of today's most promising stem cell and regenerative medicine technologies.

CIRM is the world's largest institution dedicated to helping people by bringing the promise of regenerative medicine closer to reality.

### General Statement

Under the general direction of the Vice President of Public Outreach and Board Governance, the Director of Marketing & Communications is responsible for developing and executing on strategies to communicate the vision and mission to all CIRM stakeholders.

### Job Functions

- Develops communication plan for adoption by CIRM leadership and the Board
- Develops social media outreach and strategy, including increasing readership of the blog, traffic to social media pages and to the website.
- Leads Annual Report creation
- Manages CIRM website, including updates
- Identifies possibility for “refreshing” the look of the website, making it more visually attractive and easier to navigate.
- Creates a calendar of items and events for CIRM's social media platforms, ensuring a steady flow of new material to all sites such as Twitter, Instagram, LinkedIn, Pinterest etc.
- Works on developing materials for CIRM, flyers/publications/fact sheets/posters/Annual Reports etc.



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- Improves CIRM's collection of photos of scientific research for use on our website, in blog posts, on social media and to provide to journalists etc. when needed
- Produces, writes and oversees shooting and editing of videos for the website
- Manages brand consistency across all platforms

## **Supervision Received**

The Director reports directly to the Vice President, Public Outreach and Board Governance.

## **Qualifications**

Bachelor's degree or equivalent experience in Marketing, Communications, Public Relations or related fields

Ten years of experience in marketing and communications in a professional environment

Exemplary written, verbal and presentation skills

Experience in social media marketing

Effective organizational, planning and project management abilities

Strong analytical skills to develop and analyze options, and recommend solutions for complex problems and issues

Ability to function independently and handle multiple, simultaneous projects.

Ability to implement change in a positive, forward thinking manner

Excellent time management skills

## **Working Conditions**

- Ability to operate standard office equipment.
- Being available to work outside of normal business hours.
- Being able to travel statewide, if necessary.

**During the COVID pandemic, remote work is acceptable, however eventual willingness to work collocated with the team is a must.**

## **Attendance**

Must maintain regular and acceptable attendance at such level as is determined at the Department's sole discretion. Must be regularly available and willing to



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work the hours the Department determines are necessary or desirable to meet its business needs.

## **Salary Range and Benefits**

The salary range for Director, Marketing & Communications position is \$175,000 to \$185,000.

CIRM offers a competitive compensation and benefits package.

## **How to apply**

Interested candidates please submit:

- Cover letter
- CV/Resume
- California State application at <http://jobs.ca.gov/pdf/std678.pdf>

**\*\*A California State application is required as CIRM is a state agency. You will not be considered without this.**

**To: [jobs@cirm.ca.gov](mailto:jobs@cirm.ca.gov).** Electronic applications preferred.

CIRM is an Equal Opportunity Employer and committed to a diverse workforce.

Dates printed on Mobile Bar Codes, such as the Quick Response (QR) Codes available at the USPS, are not considered Postmark dates for the purpose of determining timely filing of an application.

**Final Filing Date: 10 days out or until filled**

## **Address for Mailing Application Packages**

You may submit your application and any applicable or required documents to:

Human Resources  
Attn: CIRM, Jobs  
1999 Harrison Street,  
Oakland, CA 94612



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## **Required Application Package Documents**

The following items are required to be submitted with your application. Applicants who do not submit the required items timely may not be considered for this job:

- Current version of the State Examination/Employment Application STD Form 678 (when not applying electronically. All Experience and Education relating to the Minimum Qualifications listed on the Classification Specification should be included to demonstrate how you meet the Minimum Qualifications for the position.
- Resume/CV

**Applicants requiring reasonable accommodations for the hiring interview process must request the necessary accommodations if scheduled for a hiring interview. The request should be made at the time of contact to schedule the interview. Questions regarding reasonable accommodations may be directed to the EEO contact listed on this job posting.**

## **Application Information**

All applicable fields on the State Application Form (STD. 678) must be filled out completely. Resume must be included. Clearly indicate on the Form STD. 678 in the field titled "Examination(s) or Job Titles for Which You Are Applying" the position title as indicated on this job announcement and your basis of eligibility (list eligibility, lateral transfer, reinstatement, etc.). Employment history on your application must be complete with dates, description of duties and responsibilities for each position held, contact names and phone numbers of supervisors. Applicants who do not submit all of the required documentation (incomplete application package) may be eliminated from the selection process.

NOTE: For security purposes, your full social security number is not required on the application.

For any inquiries about the position sent to [jobs@cirm.ca.gov](mailto:jobs@cirm.ca.gov), the e-mail should have the position title on the subject line.

## **Contact Information**

The Associate Director, Human Resources is available to answer questions regarding the application process and the position.



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**Human Resources Contact:**

**Vanessa Singh**

**Email - [jobs@cirm.ca.gov](mailto:jobs@cirm.ca.gov)**

Please direct requests for Reasonable Accommodations to the interview scheduler at the time the interview is being scheduled. You may direct any additional questions regarding Reasonable Accommodations or Equal Employment Opportunity for this position(s) to the Department's EEO Office.

- EEO Officer: Vanessa Singh
- Email: [jobs@cirm.ca.gov](mailto:jobs@cirm.ca.gov)
- California Relay Service: 1-800-735-2929 (TTY), 1-800-735-2922 (Voice) TTY is a Telecommunications Device for the Deaf and is reachable only from phones equipped with a TTY Device.

## **Equal Opportunity Employer**

The State of California is an equal opportunity employer to all, regardless of age, ancestry, color, disability (mental and physical), exercising the right to family care and medical leave, gender, gender expression, gender identity, genetic information, marital status, medical condition, military or veteran status, national origin, political affiliation, race, religious creed, sex (includes pregnancy, childbirth, breastfeeding and related medical conditions), and sexual orientation.

It is an objective of the State of California to achieve a drug-free workplace. Any applicant for state employment will be expected to behave in accordance with this objective because the use of illegal drugs is inconsistent with the law of the State, the rules governing Civil Service, and the special trust placed in public servants.

## **Benefits**

Information on benefits afforded by membership in the California Public Employees' Retirement System can be found on the California Department of Human Resources (CalHR) Salary and Benefits website at [www.calhr.ca.gov/employees/pages/salary-and-benefits.aspx](http://www.calhr.ca.gov/employees/pages/salary-and-benefits.aspx).

Information regarding Merit System Principles provided to public employees by the State Civil Service Act can be found on the CalHR website at <https://www.calhr.ca.gov/Training/Pages/performance-management-merit-system-principles.aspx>.

Additional benefit information can be found on the CalHR California State Civil Service Employee Benefits Summary website at <https://www.calhr.ca.gov/Pages/California-State-Civil-Service-Employee-Benefits-Summary.aspx>. This webpage is intended to provide general information.



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\*All hires at CIRM are Exempt and considered Exempt for the purposes of collective bargaining.